

Sales of Class 1 Market Milk Products

- ◆ Total sales of Class 1 market milk products in California during 1997 amounted to approximately 752.5 million gallons. This included 299.2 million gallons of fluid whole milk, 242.1 million gallons of fluid lowfat 2% milk, 86.1 million gallons of fluid lowfat 1% milk, 114.0 million gallons of fluid skim milk, and 10.6 million gallons of half-and-half.
- ◆ Between 1996 and 1997, total Class 1 sales increased slightly. Sales of fluid whole and lowfat 2% milk decreased 2.4 percent and 1.8 percent respectively. Sales of fluid lowfat 1% milk and fluid skim milk increased 9.0 percent and 5.1 percent respectively.

Fluid lowfat 1% milk was introduced in January 1990. All yogurt sales were classified as Class 2 in July of 1993. Because of these changes, valid comparisons between 1996 Class 1 sales and Class 1 sales for years prior to 1993 are difficult to make.

In 1997, Assembly Bill 440 (AB 440) was passed to bring California milk labeling into compliance with federal requirements, along with updating specific milk standards to conform with the 1996 Federal Farm Bill. Among other things, AB 440 makes the following changes:

- ◆ "lowfat 2% milk" is referred to as "reduced fat milk".
- ◆ "lowfat 1% milk" is referred to as "lowfat milk" or "light milk".
- ◆ Adds "fat-free milk" as an alternative to "skim milk" and "nonfat milk".

Class 1 Sales

**Table 12. Sales of Class 1 Market Milk Products
in California, by Years, 1993-1997 ^{1/}**

Year	Whole Milk	Reduced-Fat Milk	Lowfat/Light Milk ^{2/}	Skim/Nonfat Fat-Free Milk	Subtotal Beverage Milks	Half and Half	Total Class 1 ^{3/ 4/}
(Thousand Gallons)							
1993	316,658	266,095	68,904	87,142	738,799	10,483	762,522
1994	316,262	264,565	70,522	92,669	744,018	10,596	755,016
1995	307,036	248,230	78,693	102,511	736,470	10,156	747,189
1996	306,642	246,615	79,007	108,436	740,700	10,584	752,318
1997	299,163	242,075	86,129	113,979	741,345	10,637	752,491
1994							
January	26,152	22,721	5,750	7,555	62,178	857	63,062
February	24,532	21,084	5,397	7,166	58,179	828	59,042
March	27,394	23,612	6,043	8,151	65,200	938	66,175
April	25,788	22,007	5,373	7,639	60,807	856	61,685
May	26,081	22,206	6,024	7,765	62,076	897	63,003
June	25,623	21,251	5,752	7,527	60,153	848	61,032
July	26,070	20,996	5,523	7,247	59,836	827	60,692
August	27,259	21,917	5,742	7,526	62,444	867	63,323
September	27,376	22,794	6,456	8,152	64,778	851	65,681
October	26,767	22,251	6,369	8,257	63,644	859	64,548
November	26,097	21,552	6,100	7,892	61,641	958	62,634
December	27,123	22,174	5,993	7,792	63,082	1,009	64,139
1995							
January	26,559	22,200	6,332	8,315	63,406	854	64,285
February	23,687	19,949	5,807	7,742	57,185	778	58,004
March	26,922	22,835	6,805	9,075	65,637	905	66,568
April	24,452	20,135	6,290	8,165	59,042	818	59,902
May	25,693	20,947	7,144	9,052	62,836	853	63,738
June	25,513	20,195	6,488	8,631	60,827	827	61,696
July	25,191	19,493	6,043	8,036	58,763	787	59,597
August	26,075	20,212	6,304	8,280	60,871	821	61,745
September	26,297	21,337	7,078	9,046	63,758	792	64,609
October	25,942	20,892	7,086	9,028	62,948	840	63,859
November	24,958	19,935	6,762	8,682	60,337	920	61,312
December	25,747	20,100	6,554	8,459	60,860	961	61,872
1996							
January	25,662	21,025	6,733	9,173	62,593	870	63,530
February	24,505	19,981	6,318	8,802	59,606	857	60,522
March	26,243	21,296	6,794	9,563	63,896	900	64,875
April	25,314	20,287	6,430	8,971	61,002	887	62,017
May	25,610	21,004	6,683	9,272	62,569	880	63,553
June	24,885	19,624	5,979	8,399	58,887	839	59,818
July	26,197	20,150	6,109	8,431	60,887	874	61,862
August	26,309	20,459	6,275	8,563	61,606	850	62,558
September	25,348	20,542	6,781	9,176	61,847	827	62,783
October	26,211	21,514	7,161	9,785	64,671	922	65,691
November	25,129	20,574	6,892	9,355	61,950	924	62,934
December	25,229	20,160	6,851	8,945	61,185	955	62,174
1997							
January	25,334	20,545	7,391	9,647	62,918	859	63,824
February	22,815	18,616	6,687	9,001	57,119	819	57,982
March	25,481	20,735	7,433	9,970	63,619	898	64,578
April	24,119	19,740	7,158	9,461	60,478	869	61,410
May	25,029	20,540	7,551	9,932	63,052	865	63,967
June	24,334	19,500	6,552	8,995	59,381	816	60,259
July	25,373	20,067	6,468	8,824	60,733	875	61,650
August	25,742	20,187	6,762	8,969	61,660	835	62,533
September	25,543	20,721	7,749	10,015	64,028	853	64,906
October	25,661	21,063	7,902	10,310	64,936	929	65,906
November	24,181	19,818	7,176	9,482	60,657	976	61,650
December	25,551	20,543	7,301	9,370	62,765	1,042	63,826

^{1/} Monthly totals may not add to annual totals due to rounding.

^{2/} Market Lowfat 1% Milk was introduced in January 1990.

^{3/} 1993 yogurt sales included in the total.

^{4/} Miscellaneous Class 1 Products are included in the total.

Class 1 Sales, by Marketing Area

**Table 13 - Sales of Selected Class 1 Products in California
by Marketing Areas, 1993 - 1997**

Products and Marketing Areas	Sales				
	1993	1994	1995	1996	1997
	Gallons				
Whole Milk					
Northern California	92,247,198	90,271,488	86,044,278	84,976,525	106,205,624
South Valley	19,847,184	21,152,344	24,027,799	23,499,211	1/
Southern California	204,562,554	204,837,829	196,964,263	198,166,179	192,957,002
State Total	316,656,936	316,261,661	307,036,340	306,641,915	299,162,626
Reduced Fat Milk					
Northern California	96,298,393	93,418,980	85,409,844	84,394,162	98,460,579
South Valley	14,803,114	15,666,187	17,132,611	16,749,097	1/
Southern California	154,994,112	155,479,816	145,686,077	145,471,703	143,614,302
State Total	266,095,619	264,564,983	248,228,532	246,614,962	242,074,881
Lowfat/Light Milk 2/					
Northern California				35,858,719	45,769,013
South Valley				6,350,843	1/
Southern California				36,797,372	40,360,013
State Total	68,902,769	70,522,866	78,692,985	79,006,934	86,129,026
Skim/Nonfat/Fat Free Milk					
Northern California	32,271,071	33,663,353	36,992,136	38,297,217	46,390,278
South Valley	3,054,272	4,031,725	5,518,385	5,798,000	1/
Southern California	51,816,998	54,973,762	59,999,196	64,340,889	67,588,380
State Total	87,142,341	92,668,840	102,509,717	108,436,106	113,978,658
Beverage Milks Subtotal					
Northern California	220,816,662	217,353,821	208,446,258	243,526,623	296,825,494
South Valley	37,704,570	40,850,256	46,678,795	52,397,151	1/
Southern California	411,373,664	415,291,407	402,649,536	444,776,143	444,519,697
State Total	738,797,665	744,018,350	736,467,574	740,699,917	741,345,191
Half-and-Half					
Northern California	5,534,027	5,634,260	5,412,156	5,453,088	5,704,675
South Valley	315,445	359,402	432,872	392,038	1/
Southern California	4,633,980	4,602,640	4,309,267	4,739,237	4,931,893
State Total	10,483,452	10,596,302	10,154,295	10,584,363	10,636,568
Other 3/					
Northern California					423,109
Southern California					87,790
State Total 4/	13,240,981	400,580	566,880	1,033,797	510,899
Total Class 1					
Northern California					302,953,278
Southern California					449,539,380
State Total	762,522,098	755,015,232	747,188,749	752,318,077	752,492,658

1/ As a result of the decisions of the October 1996 consolidation hearings, the South Valley and Northern California marketing areas were combined into one Northern California marketing area.

2/ Sales of Lowfat/Light Milk products not available by marketing area for 1993-1995.

3/ Sales of miscellaneous Class 1 products not available by marketing area for 1993-1996.

4/ 1993 yogurt sales included in the total.

Chart 4

Sales of Class 1 Market Milk Products in California

